

RIVERSIDE PUBLIC UTILITIES GRAPHIC STANDARDS

PMS (2-color) CMYK (4-color)
Pantone 295 100/57/0/40
Pantone 123 0/24/94/0
.eps, .wmf, .tiff, .jpg



PMS (1-color) CMYK (4-color)
Pantone 295 100/57/0/40
.eps, .wmf, .tiff, .jpg



Black & White
.eps, .ai, .wmf, .tiff, (bit).tiff .jpg



White
.eps, .ai, .wmf



RIVERSIDE PUBLIC UTILITIES LOGO

Consistent use of color is an important part of logo use. The RPU logo is either black (only when color reproduction is not available, such as newspaper reproduction, black and white copying, faxes, or one color publications in black, one-color (Pantone 295), two-color (Pantone 295 & Pantone 123) or full-color (CMYK). The logo may be reversed, white on a black or colored background and file formats are provided for this purpose.

The full color version of the logo is the preferred use of RPU's identity. The full color logo is for use in desktop publications which are reproduced by imaging to inkjet or color printers, for full color offset printing, and on specialty products and signs where full color imaging is possible.

Note: Consistency is the watchword for logo colors. Do not change or substitute other colors. Also, be aware that computer screens, various printing processes, and output devices have varying settings that may prevent the logo from appearing or being printed in its true colors. For that reason we have specified Pantone Matching System (PMS) color numbers for color reference as well as RGB and CMYK color mixes for logo use. Use the RGB and CMYK values used in this guide, do not rely on automatic conversion protocols provided in graphic software.

For information and approval to use the Riverside Public Utilities logo contact MJ Abraham at (951) 826-5626 or email mabraham@riversideca.com.